



**KRM Northern KY (Covington)  
Outreach Specialist (full-time)**

**Agency Profile**

KRM Covington is a non-profit refugee and immigrant services agency, assisting newcomers who are in the process of making Northern Kentucky their new home. Founded in 1990 as a nonprofit agency, KRM is a local affiliate of the national network of agencies authorized to provide resettlement services to refugees admitted to the United States through the State Department's Refugee Admissions Program. The KRM Covington sub-office opened in October of 2021 and currently receives refugee arrivals from Afghanistan, Syria, DR Congo, Venezuela, and Ukraine. With clients and staff of a variety of backgrounds, KRM proudly serves all clients regardless of race, religion, ethnicity, national origin, gender, gender identity, or sexual orientation. We welcome job applicants from all backgrounds.

**Outreach Specialist's Role**

The Outreach Specialist serves as a bridge-builder between the community and KRM. The role involves facilitating the strategy and execution of KRM NKY's community outreach and communications efforts. The work involves understanding the breadth of KRM's services, ways for community members to get involved, sustaining and expanding the partnership base, promoting awareness and advocacy, and the impact of community support on the lives of refugees and immigrants in Kentucky.

The Outreach Specialist will be one of KRM Covington's public speakers, available (after training) to speak to community groups, students, faith-based groups, elected officials, the media, and the general public about KRM-relevant issues, services, programs, and needs. This person must be an effective public speaker, with strong interpersonal and listening skills as well as speaking skills. To successfully represent KRM to the public, the Outreach Specialist will have a strong grasp of (or be able to learn) the facts and details about refugee resettlement and KRM programs that are commonly asked about by members of the public, including quantitative/data-based details as well as more qualitative information about KRM's programming.

This position will work on a small team of staff dedicated to KRM's engagement with the public, partners, and other external parties, including funders/donors. The Outreach Specialist is supervised by the Volunteer Coordinator, and will work with staff across all programs to highlight and support their programs.

## **Essential Duties**

*In addition to their essential duties, all KRM Covington staff are expected to participate in office life and office-wide efforts and initiatives from time to time, including working on special committees, pitching in to assist other staff during busy times or vacations, etc.*

### Communications:

- Content Development
  - Create and manage a content calendar based on staff and agency needs with regard to program highlights, client stories, advocacy efforts and events
  - Request referrals from staff for stories; interview clients and write stories that prioritize their voice
  - Maintain brand consistency, voice and tone in all external agency communications
  - Manage artistic design of print materials, signage and social media posts through graphic design platform
- Manage social media, email newsletters, mailings and print materials
  - Write and send periodic email newsletters to constituents; review and approve the Volunteer Minute email newsletters
  - Manage ongoing content publication to KRM's social media channels for the Northern Kentucky office.
  - Respond to community inquiries that arrive through KRM's "Contact" form and social media inboxes
  - Develop electronic and print materials (e.g., posters and fliers) for agency programs, events and donor engagement

### Community Engagement:

- Coordinate and manage participation in community activities and outreach efforts for the purpose of promoting awareness, cultivating support and strengthening KRM's partner base, such as group presentations, panel discussions, advocacy events and fairs
- Present to a variety of groups to inform and promote understanding of (and participation in) KRM programs. These groups may include faith-based groups, college classes, civic clubs, community groups, schools, etc.
  - This responsibility may be shared among other staff members
- "Table" at fairs or events highlighting non-profits in the community; engage with participants, provide information about KRM and refugee resettlement, answer questions, facilitate follow-ups, etc.
  - This responsibility is shared among several staff members
- Develop new partnerships within the community to better serve KRM clients, raise awareness around KRM's mission, and advocate for refugees and immigrants.

### Event Coordination

- Represent KRM in planning and coordination for events with community partners, such as World Refugee Day, seasonal events, arts and culture events and other

advocacy and special events with state and local partners.

- Support coordination and outreach to vendors, collaborative partners, venues and/or other KRM staff to assist with facilitation of logistical details for events
- Outreach to print, broadcast and digital media outlets for event promotion and marketing

### **Abilities and Skills Needed**

- Strong interpersonal skills, comfort in speaking with people, and the ability learn and communicate the mission and vision of KRM in a persuasive manner.
- Experience in marketing, graphic design, communications and/or social media management.
- Responsiveness and teamwork skills, including ensuring strong communication with colleagues, community members, inquiries, etc.
- Public speaking skills and effective communication style for speaking with groups and audiences.
- Computer skills including ability to learn new software and databases; the person in this position will use Excel, TimeCounts, Bloomerang, and Canva, among other applications.
- Experience working with people of diverse nationalities, religions, languages, experiences and culture
- Outstanding English writing skills
- Commitment to diversity and social justice

### **Additional Job Information**

This job is full-time and offers medical/dental/vision/life insurance, paid vacation/holidays/sick and personal days. The position is based in Covington, KY with occasional travel to nearby areas. Duties will be conducted primarily during normal business hours, but some evenings or weekends will be required for speaking engagements and special events, and workweek time can be flexed when after-hours events happen. Salary commensurate with experience and background.

### **To Apply**

Send a cover letter and resume to KRM Covington Director at [wmejia@kyrm.org](mailto:wmejia@kyrm.org) with “Outreach Specialist” in the subject line. Applications will be reviewed on a rolling basis until the position is filled, with the first review on 01/29/2024

